



# DRIVE TIME DEMOGRAPHICS

## 5-MINUTE DRIVE TIME

Richwood, Texas

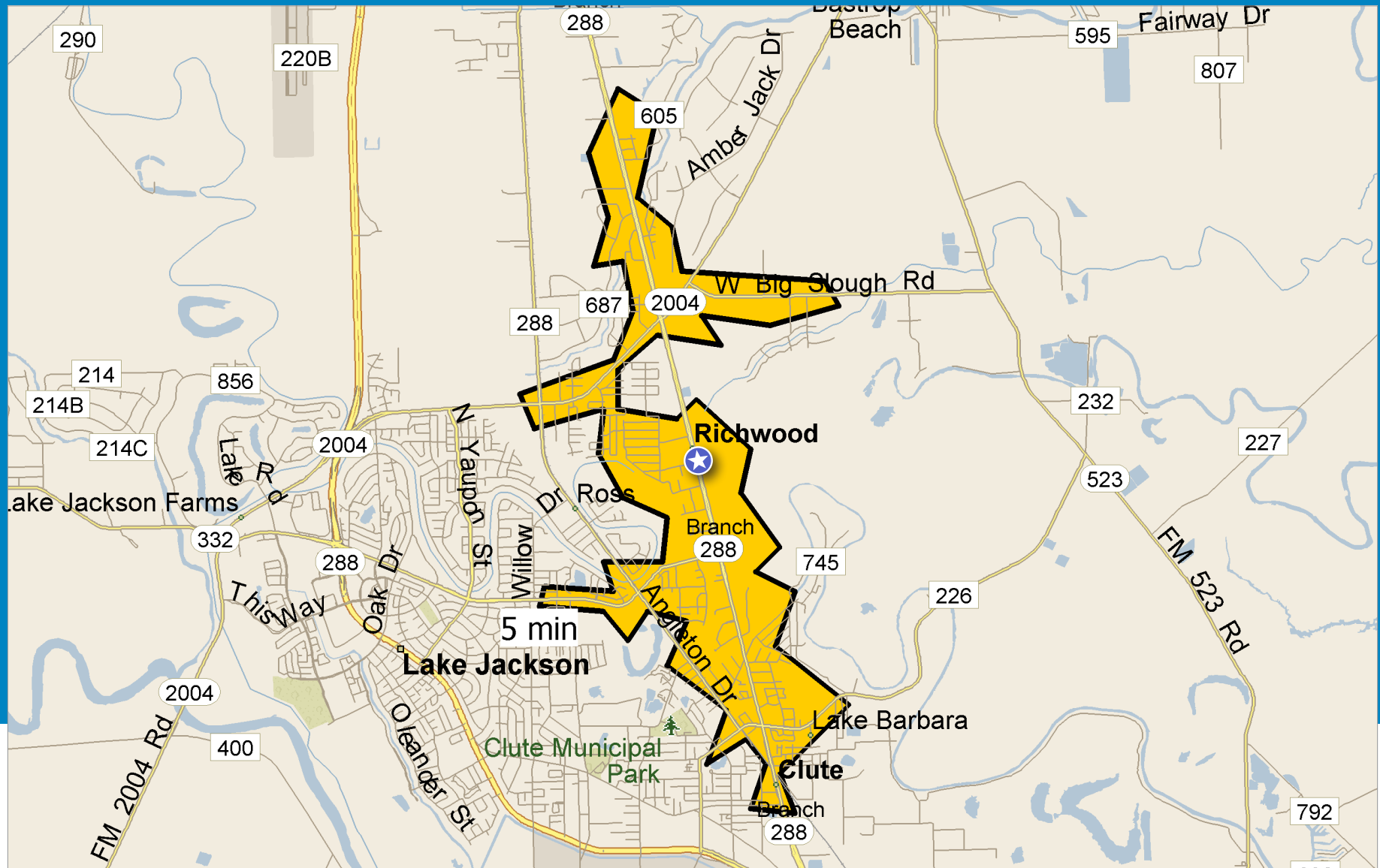


Prepared for  
City of Richwood  
September 2014



## 5-Minute Drive Time

Richwood, Texas



### Contact Information

**Glenn Patton, City Manager**  
City of Richwood  
1800 N. Brazosport Blvd.  
Richwood, Texas 77531

Phone 979.265.2082  
Fax 979.265.7345  
gpatton@richwoodtx.gov  
www.richwoodtx.gov

## Drive Time Demographics | 5-Minute Drive Time

### Richwood, Texas

DESCRIPTION	DATA	%
Population		
2019 Projection	7,960	
2014 Estimate	7,559	
2010 Census	7,333	
2000 Census	6,931	
Growth 2014-2019	5.31%	
Growth 2010-2014	3.08%	
Growth 2000-2010	5.80%	
2014 Est. Pop by Single Race Class	7,559	
White Alone	5,459	72.22
Black or African American Alone	640	8.47
Amer. Indian and Alaska Native Alone	67	0.89
Asian Alone	71	0.94
Native Hawaiian and Other Pac. Isl. Alone	2	0.03
Some Other Race Alone	1,074	14.21
Two or More Races	246	3.25
2014 Est. Pop Hisp or Latino by Origin	7,559	
Not Hispanic or Latino	4,050	53.58
Hispanic or Latino:	3,509	46.42
Mexican	3,024	86.18
Puerto Rican	27	0.77
Cuban	7	0.20
All Other Hispanic or Latino	450	12.82

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	3,509	
White Alone	2,216	63.15
Black or African American Alone	29	0.83
American Indian and Alaska Native Alone	44	1.25
Asian Alone	3	0.09
Native Hawaiian and Other Pacific Islander Alone	1	0.03
Some Other Race Alone	1,064	30.32
Two or More Races	153	4.36
2014 Est. Pop. Asian Alone Race by Cat	71	
Chinese, except Taiwanese	4	5.63
Filipino	4	5.63
Japanese	3	4.23
Asian Indian	11	15.49
Korean	1	1.41
Vietnamese	2	2.82
Cambodian	14	19.72
Hmong	0	0.00
Laotian	0	0.00
Thai	2	2.82
All Other Asian Races Including 2+ Category	29	40.85
2014 Est. Population by Ancestry	7,559	
Pop, Arab	6	0.08
Pop, Czech	86	1.14
Pop, Danish	8	0.11
Pop, Dutch	54	0.71
Pop, English	402	5.32
Pop, French (except Basque)	86	1.14
Pop, French Canadian	2	0.03
Pop, German	652	8.63
Pop, Greek	27	0.36

## Drive Time Demographics | 5-Minute Drive Time

### Richwood, Texas

DESCRIPTION	DATA	%
Pop, Hungarian	3	0.04
Pop, Irish	409	5.41
Pop, Italian	22	0.29
Pop, Lithuanian	0	0.00
Pop, United States or American	370	4.89
Pop, Norwegian	15	0.20
Pop, Polish	113	1.49
Pop, Portuguese	2	0.03
Pop, Russian	1	0.01
Pop, Scottish	106	1.40
Pop, Scotch-Irish	46	0.61
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	14	0.19
Pop, Swedish	63	0.83
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	16	0.21
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	4,379	57.93
Pop, Ancestry Unclassified	677	8.96
2014 Est. Pop Age 5+ by Language Spoken At Home	6,915	
Speak Only English at Home	4,717	68.21
Speak Asian/Pac. Isl. Lang. at Home	41	0.59
Speak Indo-European Language at Home	50	0.72
Speak Spanish at Home	2,105	30.44
Speak Other Language at Home	2	0.03
2014 Est. Population by Sex	7,559	
Male	3,746	49.56
Female	3,813	50.44

DESCRIPTION	DATA	%
2014 Est. Population by Age	7,559	
Age 0 - 4	644	8.52
Age 5 - 9	606	8.02
Age 10 - 14	574	7.59
Age 15 - 17	328	4.34
Age 18 - 20	298	3.94
Age 21 - 24	422	5.58
Age 25 - 34	1,092	14.45
Age 35 - 44	1,010	13.36
Age 45 - 54	955	12.63
Age 55 - 64	867	11.47
Age 65 - 74	434	5.74
Age 75 - 84	235	3.11
Age 85 and over	94	1.24
Age 16 and over	5,627	74.44
Age 18 and over	5,407	71.53
Age 21 and over	5,109	67.59
Age 65 and over	763	10.09
2014 Est. Median Age	33.3	
2014 Est. Average Age	34.90	

## Drive Time Demographics | 5-Minute Drive Time

### Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	3,746	
Age 0 - 4	329	8.78
Age 5 - 9	316	8.44
Age 10 - 14	296	7.90
Age 15 - 17	159	4.24
Age 18 - 20	146	3.90
Age 21 - 24	200	5.34
Age 25 - 34	536	14.31
Age 35 - 44	520	13.88
Age 45 - 54	474	12.65
Age 55 - 64	440	11.75
Age 65 - 74	202	5.39
Age 75 - 84	97	2.59
Age 85 and over	31	0.83
2014 Est. Median Age, Male	33.0	
2014 Est. Average Age, Male	34.30	
2014 Est. Female Population by Age	3,813	
Age 0 - 4	315	8.26
Age 5 - 9	290	7.61
Age 10 - 14	278	7.29
Age 15 - 17	169	4.43
Age 18 - 20	153	4.01
Age 21 - 24	222	5.82
Age 25 - 34	556	14.58
Age 35 - 44	490	12.85
Age 45 - 54	481	12.61
Age 55 - 64	427	11.20
Age 65 - 74	232	6.08
Age 75 - 84	138	3.62
Age 85 and over	62	1.63

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	33.6	
2014 Est. Average Age, Female	35.60	
2014 Est. Pop Age 15+ by Marital Status	5,735	
Total, Never Married	1,577	27.50
Males, Never Married	912	15.90
Females, Never Married	665	11.60
Married, Spouse present	2,690	46.90
Married, Spouse absent	320	5.58
Widowed	355	6.19
Males Widowed	87	1.52
Females Widowed	268	4.67
Divorced	792	13.81
Males Divorced	352	6.14
Females Divorced	440	7.67
2014 Est. Pop. Age 25+ by Edu. Attainment	4,687	
Less than 9th grade	442	9.43
Some High School, no diploma	557	11.88
High School Graduate (or GED)	1,299	27.71
Some College, no degree	1,336	28.50
Associate Degree	401	8.56
Bachelor's Degree	465	9.92
Master's Degree	139	2.97
Professional School Degree	23	0.49
Doctorate Degree	24	0.51
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,843	
CY Pop 25+, Hisp/Lat, < High School Diploma	757	41.07
CY Pop 25+, Hisp/Lat, High School Graduate	499	27.08
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	524	28.43
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	63	3.42

## Drive Time Demographics | 5-Minute Drive Time

### Richwood, Texas

DESCRIPTION	DATA	%
Households		
2019 Projection	2,951	
2014 Estimate	2,770	
2010 Census	2,649	
2000 Census	2,560	
Growth 2014-2019	6.53%	
Growth 2010-2014	4.58%	
Growth 2000-2010	3.47%	
2014 Est. Households by Household Type	2,770	
Family Households	1,983	71.59
Nonfamily Households	787	28.41
2014 Est. Group Quarters Population	75	
2014 HHs by Ethnicity, Hispanic/Latino	1,040	37.55
2014 Est. HHs by HH Income	2,770	
CY HHs, Inc < \$15,000	395	14.26
CY HHs, Inc \$15,000 - \$24,999	348	12.56
CY HHs, Inc \$25,000 - \$34,999	299	10.79
CY HHs, Inc \$35,000 - \$49,999	346	12.49
CY HHs, Inc \$50,000 - \$74,999	499	18.01
CY HHs, Inc \$75,000 - \$99,999	332	11.99
CY HHs, Inc \$100,000 - \$124,999	276	9.96
CY HHs, Inc \$125,000 - \$149,999	101	3.65
CY HHs, Inc \$150,000 - \$199,999	110	3.97
CY HHs, Inc \$200,000 - \$249,999	31	1.12
CY HHs, Inc \$250,000 - \$499,999	29	1.05
CY HHs, Inc \$500,000+	5	0.18

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$64,310	
2014 Est. Median Household Income	\$49,885	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	54,538	
Black or African American Alone	24,157	
American Indian and Alaska Native Alone	45,670	
Asian Alone	47,151	
Native Hawaiian and Other Pacific Islander Alone	62,500	
Some Other Race Alone	57,614	
Two or More Races	31,061	
Hispanic or Latino	44,680	
Not Hispanic or Latino	54,698	
2014 Est. Family HH Type, Presence Own Children	1,983	
Married-Couple Family, own children	683	34.44
Married-Couple Family, no own children	728	36.71
Male Householder, own children	112	5.65
Male Householder, no own children	90	4.54
Female Householder, own children	217	10.94
Female Householder, no own children	152	7.67
2014 Est. Households by Household Size	2,770	
1-person household	649	23.43
2-person household	849	30.65
3-person household	511	18.45
4-person household	405	14.62
5-person household	222	8.01
6-person household	88	3.18
7 or more person household	46	1.66

## Drive Time Demographics | 5-Minute Drive Time

### Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.70	
2014 Est. Households by Presence of People	2,770	
Households with 1 or more People under Age 18:	1,157	41.77
Married-Couple Family	743	64.22
Other Family, Male Householder	134	11.58
Other Family, Female Householder	267	23.08
Nonfamily, Male Householder	10	0.86
Nonfamily, Female Householder	3	0.26
Households no People under Age 18:	1,614	58.27
Married-Couple Family	671	41.57
Other Family, Male Householder	67	4.15
Other Family, Female Householder	103	6.38
Nonfamily, Male Householder	431	26.70
Nonfamily, Female Householder	342	21.19
2014 Est. Households by Number of Vehicles	2,770	
No Vehicles	203	7.33
1 Vehicle	1,019	36.79
2 Vehicles	1,094	39.49
3 Vehicles	325	11.73
4 Vehicles	83	3.00
5 or more Vehicles	45	1.62
2014 Est. Average Number of Vehicles	1.73	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	2,114	
2014 Estimate	1,983	
2010 Census	1,896	
2000 Census	1,814	
Growth 2014-2019	6.63%	
Growth 2010-2014	4.61%	
Growth 2000-2010	4.51%	
2014 Est. Families by Poverty Status	1,983	
2014 Families at or Above Poverty	1,705	85.98
2014 Families at or Above Poverty with Children	776	39.13
2014 Families Below Poverty	278	14.02
2014 Families Below Poverty with Children	213	10.74
2014 Est. Pop Age 16+ by Employment Status	5,627	
In Armed Forces	0	0.00
Civilian - Employed	3,470	61.67
Civilian - Unemployed	287	5.10
Not in Labor Force	1,870	33.23
2014 Est. Civ Employed Pop 16+ Class of Worker	3,563	
For-Profit Private Workers	2,786	78.19
Non-Profit Private Workers	90	2.53
Local Government Workers	296	8.31
State Government Workers	105	2.95
Federal Government Workers	65	1.82
Self-Emp Workers	222	6.23
Unpaid Family Workers	0	0.00

## Drive Time Demographics | 5-Minute Drive Time

### Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	3,563	
Architect/Engineer	137	3.85
Arts/Entertain/Sports	43	1.21
Building Grounds Maint	167	4.69
Business/Financial Ops	52	1.46
Community/Soc Svcs	19	0.53
Computer/Mathematical	34	0.95
Construction/Extraction	455	12.77
Edu/Training/Library	138	3.87
Farm/Fish/Forestry	15	0.42
Food Prep/Serving	278	7.80
Health Practitioner/Tec	78	2.19
Healthcare Support	48	1.35
Maintenance Repair	104	2.92
Legal	22	0.62
Life/Phys/Soc Science	90	2.53
Management	277	7.77
Office/Admin Support	527	14.79
Production	417	11.70
Protective Svcs	67	1.88
Sales/Related	282	7.91
Personal Care/Svc	129	3.62
Transportation/Moving	185	5.19
2014 Est. Pop 16+ by Occupation Classification	3,563	
Blue Collar	1,160	32.56
White Collar	1,700	47.71
Service and Farm	704	19.76

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	3,535	
Drove Alone	2,982	84.36
Car Pooled	371	10.50
Public Transportation	12	0.34
Walked	50	1.41
Bicycle	13	0.37
Other Means	68	1.92
Worked at Home	39	1.10
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,431	
15 - 29 Minutes	1,427	
30 - 44 Minutes	255	
45 - 59 Minutes	140	
60 or more Minutes	234	
2014 Est. Avg Travel Time to Work in Minutes	22.25	
2014 Est. Tenure of Occupied Housing Units	2,770	
Owner Occupied	1,682	60.72
Renter Occupied	1,088	39.28
2014 Owner Occ. HUs: Avg. Length of Residence	16.5	
2014 Renter Occ. HUs: Avg. Length of Residence	6.4	



## Drive Time Demographics | 5-Minute Drive Time

### Richwood, Texas

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	1,682	
Value Less than \$20,000	162	9.63
Value \$20,000 - \$39,999	67	3.98
Value \$40,000 - \$59,999	80	4.76
Value \$60,000 - \$79,999	187	11.12
Value \$80,000 - \$99,999	197	11.71
Value \$100,000 - \$149,999	404	24.02
Value \$150,000 - \$199,999	382	22.71
Value \$200,000 - \$299,999	167	9.93
Value \$300,000 - \$399,999	19	1.13
Value \$400,000 - \$499,999	11	0.65
Value \$500,000 - \$749,999	4	0.24
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	3	0.18
2014 Est. Median All Owner-Occupied Housing Value	\$118,418	
2014 Est. Housing Units by Units in Structure	3,287	
1 Unit Attached	13	0.40
1 Unit Detached	1,885	57.35
2 Units	20	0.61
3 or 4 Units	163	4.96
5 to 19 Units	660	20.08
20 to 49 Units	289	8.79
50 or More Units	14	0.43
Mobile Home or Trailer	238	7.24
Boat, RV, Van, etc.	5	0.15

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	3,287	
Housing Unit Built 2005 or later	210	6.39
Housing Unit Built 2000 to 2004	271	8.24
Housing Unit Built 1990 to 1999	267	8.12
Housing Unit Built 1980 to 1989	698	21.24
Housing Unit Built 1970 to 1979	1,005	30.57
Housing Unit Built 1960 to 1969	300	9.13
Housing Unit Built 1950 to 1959	407	12.38
Housing Unit Built 1940 to 1949	103	3.13
Housing Unit Built 1939 or Earlier	26	0.79
2014 Est. Median Year Structure Built **	1978	



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360 Process

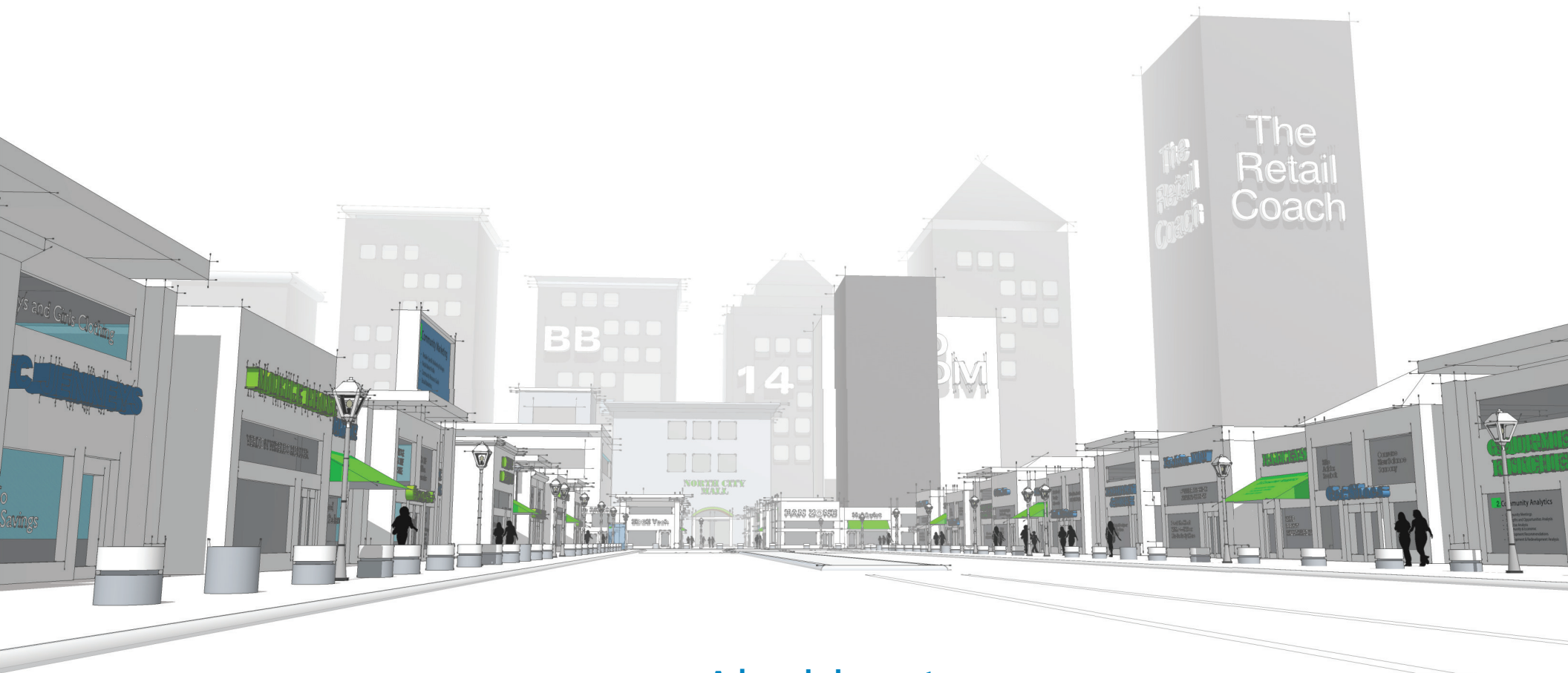
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -  
It’s not about data. It’s about your success.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802  
tel 800.851.0962 | fax 662.844.2738 | e-mail [info@theretailcoach.net](mailto:info@theretailcoach.net) | web [www.theretailcoach.net](http://www.theretailcoach.net)



## Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.